

ORDER



KSNV

Orders
Order / Rev: 108008
Alt Order #: 06865138
Product Desc: OBAMA FOR AMER SKEDC
Estimate: 1904
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/18/12 / 12/04/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	31	\$13,825.00	\$11,751.25
10/29/12	10/29/12	8	\$3,600.00	\$3,060.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	31	\$13,825.00	\$11,751.25	0.00
November 2012	8	\$3,600.00	\$3,060.00	0.00
Totals	39	\$17,425.00	\$14,811.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	27%	\$17,425.00
Market	100%	\$64,537.04

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$17,425.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$14,843.52
KTUD	0%	\$0.00
KVVU	20%	\$12,907.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$1,936.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/29/12	Today Show	CM	658a-9am	MTWTF--	:30	4	\$900.001		0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

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Advertiser: Obama for America
 Product Desc: OBAMA FOR AMER SKEDC
 Estimate: 1904

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/29/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			4		\$900.00		0.00				
E 2	KSNV	10/23/12	10/29/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$425.00		0.00				
E 3	KSNV	10/23/12	10/29/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$325.00		0.00				
E 4	KSNV	10/23/12	10/29/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$325.00		0.00				
E 5	KSNV	10/23/12	10/29/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$425.00		0.00				
E 6	KSNV	10/23/12	10/29/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	4	\$1,700.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$425.00		0.00				
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
3		KSNV	10/23/12-10/29/12	Days of our Lives			1258p-2pm		MTWThF----	:30	(\$425.00)	0.00	NM		
Credited [CREDIT-REFUND]															
E 7	KSNV	10/23/12	10/29/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$325.00		0.00				
E 8	KSNV	10/23/12	10/29/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
PHI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$450.00		0.00				
E 9	KSNV	10/26/12	10/26/12	Fri PR 8-9p Friday Prime 8-9pm	CM	8-9pm	----F--	:30	1	\$750.00	3	0.00	NM	1	\$750.00
WHIT/COM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			1		\$750.00		0.00				
													Totals	39	\$17,425.00